

Staying Positive & Productive During COVID

Jasmine DeFoore + Alicia Calzada



Introductions

Jasmine DeFoore

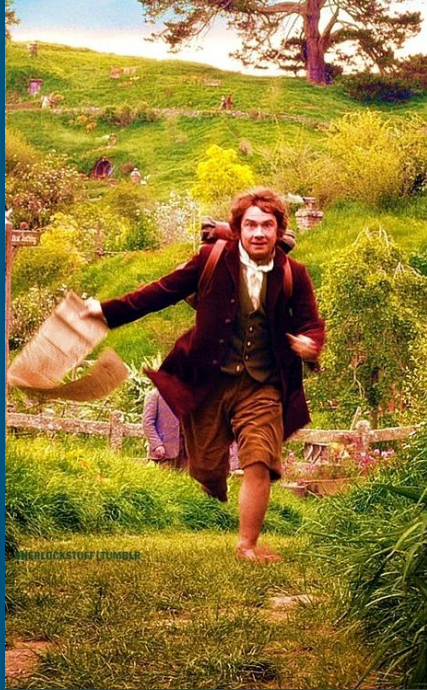
Independent Photo Editor & Consultant



Alicia Calzada

NPPA Deputy General Counsel





“Go back?” he thought. “No good at all!
Go sideways? Impossible!

Go forward? Only thing to do! On we go!”

Bilbo Baggins, The Hobbit

COVID Juggling Act

A variety of stressors can be in play, making it difficult to be productive and creative

- Mental health and anxiety
- Physical health
- Financial insecurity
- Child / family care

It's OK to NOT be Productive

Social media can make us feel like we should be doing ALL THE THINGS.

We don't!



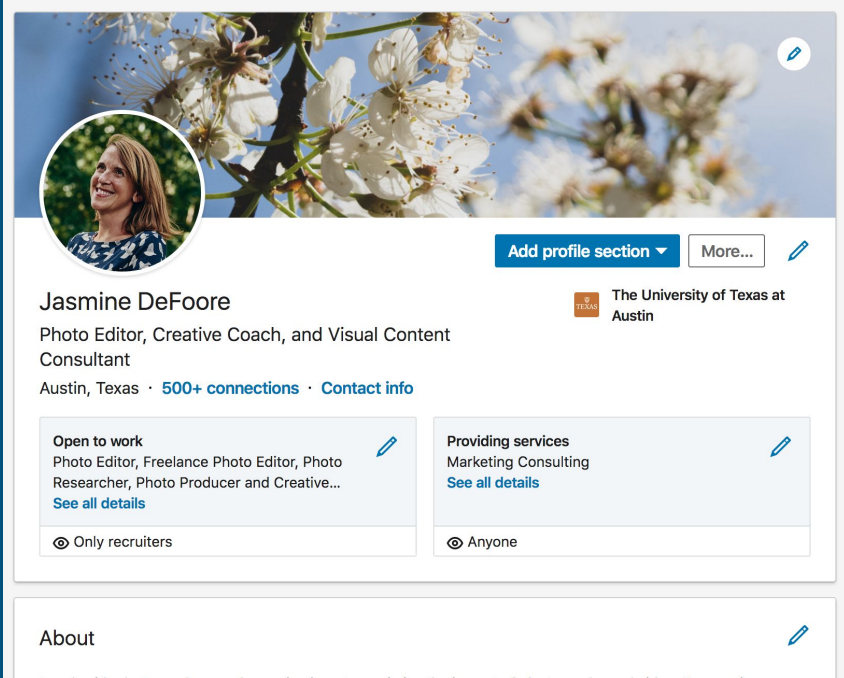
Work Will Return!

Maximize your potential by preparing ahead of time

- Market existing work through social media and email
- Refresh your website
- Get to know your Google Analytics
- Improve your SEO
- Produce personal work or test shoots
- Improve your archive
- CASE Act advocacy
- Review contracts
- Update your Cost-of-Doing-Business analysis

Social Media Refresh - LinkedIn

- Update banner image



The screenshot displays a LinkedIn profile for Jasmine DeFoore. At the top, there is a banner image of white flowers and a circular profile picture of Jasmine. Below the profile picture are buttons for 'Add profile section' and 'More...'. The profile name 'Jasmine DeFoore' is followed by her title 'Photo Editor, Creative Coach, and Visual Content Consultant' and location 'Austin, Texas'. Two main sections are visible: 'Open to work' with a list of roles and a 'See all details' link, and 'Providing services' with 'Marketing Consulting' and a 'See all details' link. Both sections have a privacy dropdown menu set to 'Only recruiters' and 'Anyone' respectively. An 'About' section is partially visible at the bottom.

Jasmine DeFoore
Photo Editor, Creative Coach, and Visual Content Consultant
Austin, Texas · [500+ connections](#) · [Contact info](#)

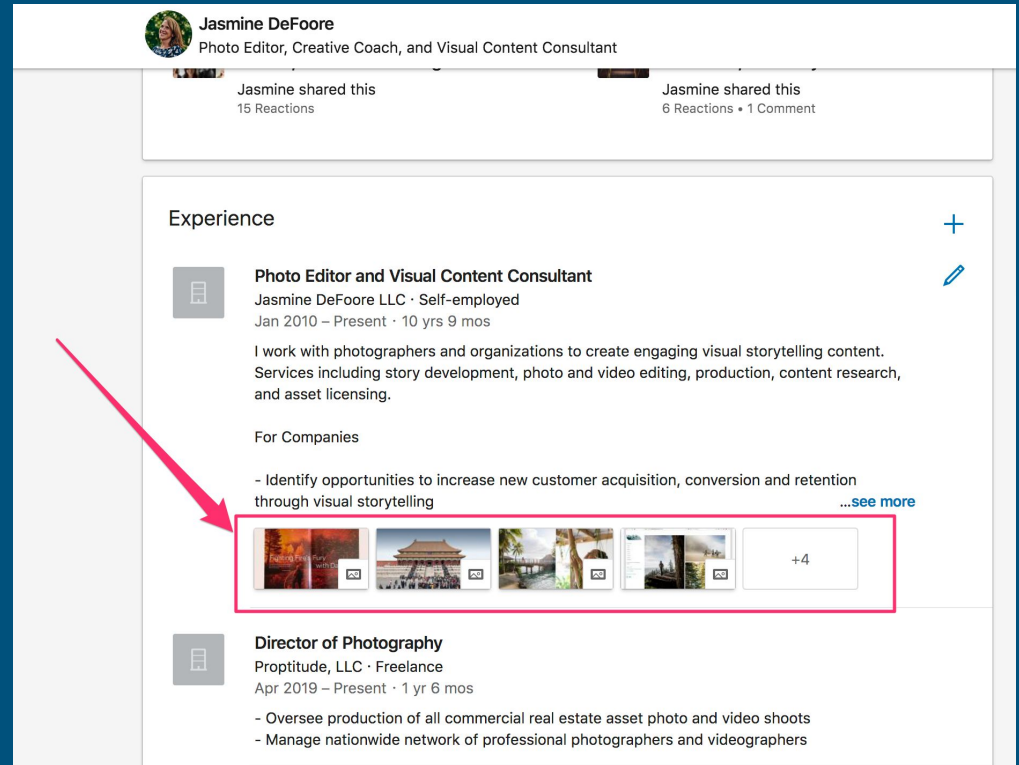
Open to work
Photo Editor, Freelance Photo Editor, Photo Researcher, Photo Producer and Creative...
[See all details](#)
Only recruiters

Providing services
Marketing Consulting
[See all details](#)
Anyone

About

Social Media Refresh - LinkedIn

- Update banner image
- Add tear sheets and screenshots to portfolio to *experience* section



Jasmine DeFoore
Photo Editor, Creative Coach, and Visual Content Consultant

Jasmine shared this
15 Reactions

Jasmine shared this
6 Reactions • 1 Comment

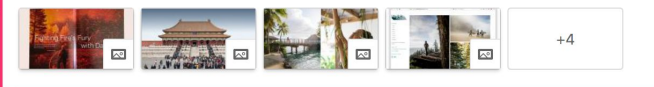
Experience

Photo Editor and Visual Content Consultant
Jasmine DeFoore LLC · Self-employed
Jan 2010 – Present · 10 yrs 9 mos

I work with photographers and organizations to create engaging visual storytelling content. Services including story development, photo and video editing, production, content research, and asset licensing.

For Companies

- Identify opportunities to increase new customer acquisition, conversion and retention through visual storytelling [...see more](#)

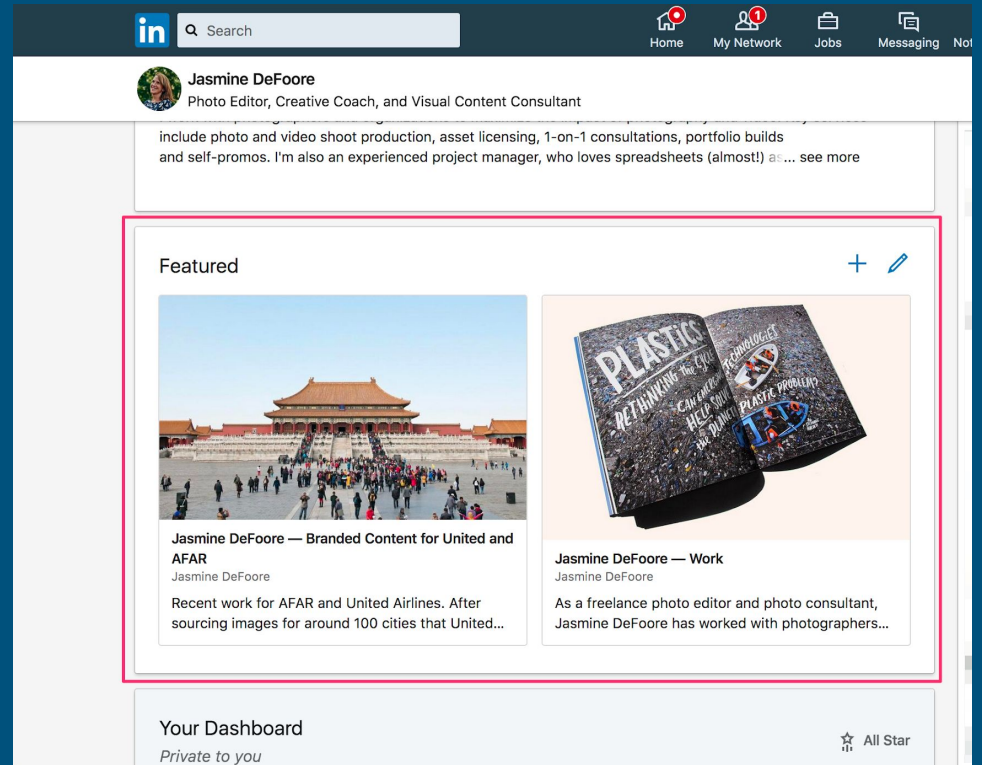


Director of Photography
Proptitude, LLC · Freelance
Apr 2019 – Present · 1 yr 6 mos

- Oversee production of all commercial real estate asset photo and video shoots
- Manage nationwide network of professional photographers and videographers

Social Media Refresh - LinkedIn

- Update banner image
- Add tear sheets and screenshots to portfolio to *experience* section
- Use the new FEATURED feature



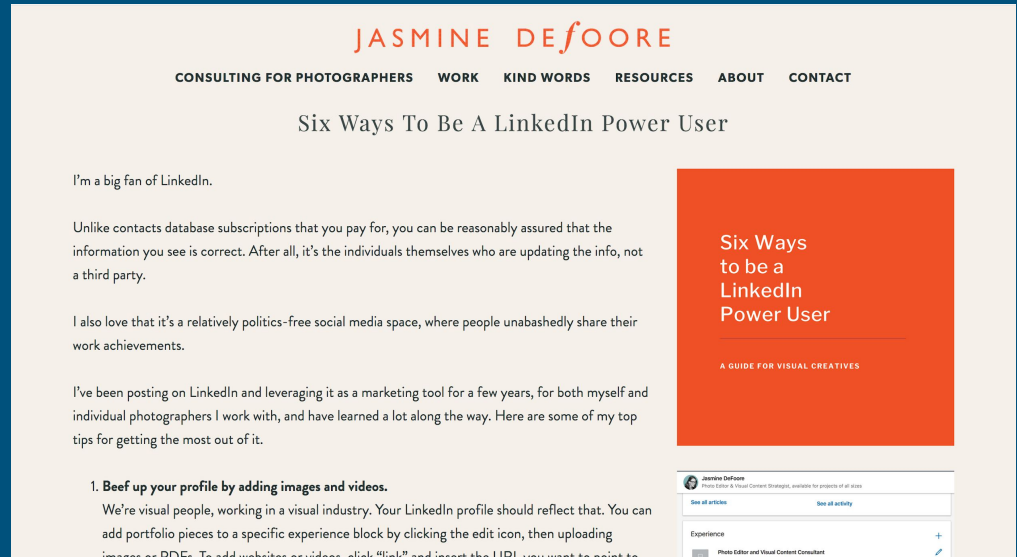
The screenshot displays the LinkedIn profile of Jasmine DeFoore, a Photo Editor, Creative Coach, and Visual Content Consultant. The profile includes a search bar, navigation icons for Home, My Network, Jobs, Messaging, and Notifications, and a brief bio. The 'Featured' section is highlighted with a red border and contains two items:

- Branded Content for United and AFAR**: A photograph of the Forbidden City in Beijing, with the caption: "Recent work for AFAR and United Airlines. After sourcing images for around 100 cities that United..."
- Work**: An image of two books, "PLASTICS RE-THINKING The Story" and "PLASTIC PROBLEMS", with the caption: "As a freelance photo editor and photo consultant, Jasmine DeFoore has worked with photographers..."

At the bottom of the profile, the 'Your Dashboard' section is visible, indicating the profile is 'Private to you' and has an 'All Star' rating.

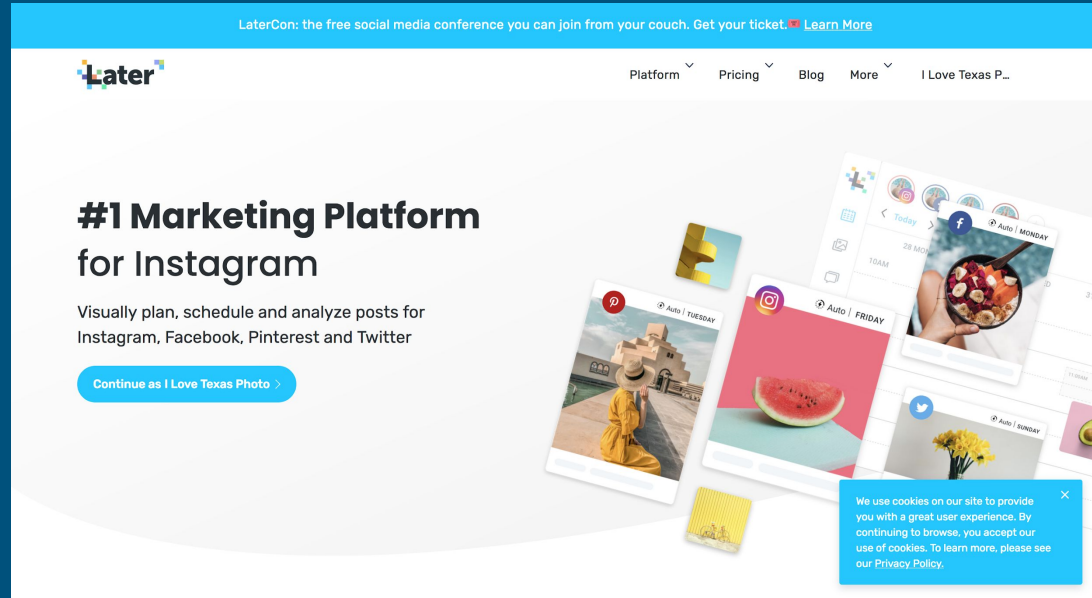
Social Media Refresh - LinkedIn

- Update banner image
- Add tear sheets and screenshots to portfolio to *experience* section
- Use the new FEATURED feature
- Connect with previous clients
- Follow people (don't connect!) who you want to work with
- [Deep dive on leveraging LinkedIn](#)



Social Media Refresh - Instagram

- Revisit old work
- Pre-plan and schedule content (Later, Hootsuite, etc)
- Post to stories regularly



LaterCon: the free social media conference you can join from your couch. Get your ticket. [Learn More](#)

Platform Pricing Blog More I Love Texas P...

#1 Marketing Platform for Instagram

Visually plan, schedule and analyze posts for Instagram, Facebook, Pinterest and Twitter

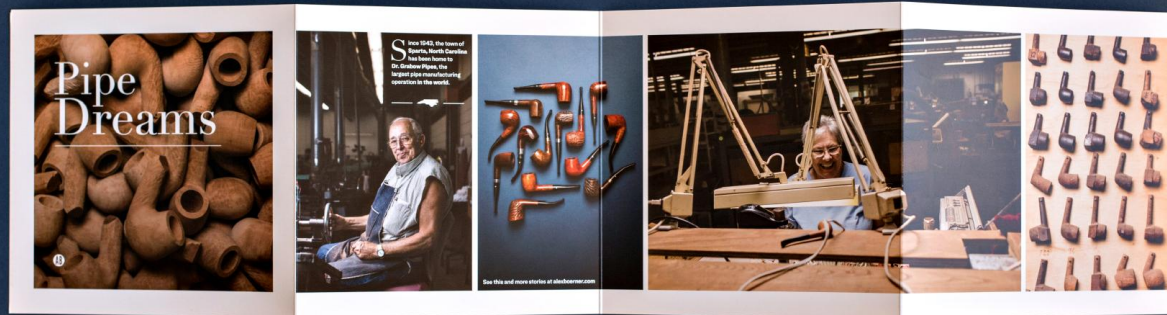
[Continue as I Love Texas Photo >](#)

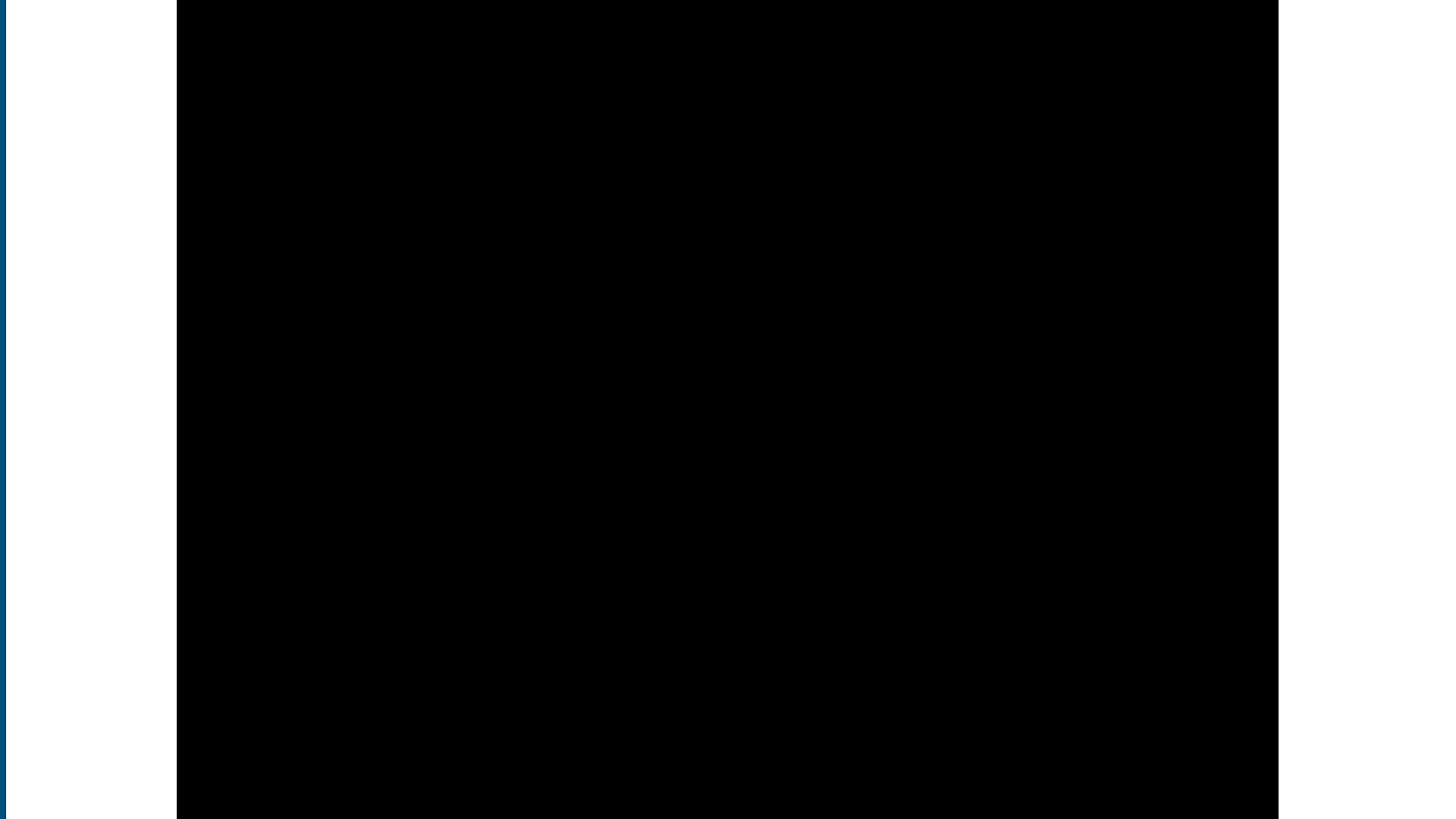
We use cookies on our site to provide you with a great user experience. By continuing to browse, you accept our use of cookies. To learn more, please see our [Privacy Policy](#).

The screenshot shows the Later.com website interface. At the top, there is a navigation bar with the Later logo and links for Platform, Pricing, Blog, and More. Below the navigation bar, the main content area features a large heading "#1 Marketing Platform for Instagram" and a subheading "Visually plan, schedule and analyze posts for Instagram, Facebook, Pinterest and Twitter". A blue button labeled "Continue as I Love Texas Photo >" is positioned below the subheading. To the right of the text, there is a collage of social media posts, including a photo of a person in a yellow outfit, a watermelon, and a bowl of fruit. A cookie consent banner is visible in the bottom right corner of the screenshot.

Print Promo Considerations

- No one's in an office - where to mail?
- Design print promo
 - Have it printed, then film a video or stop motion of the book and share on social
 - OR make a digital flipbook





Email Marketing

- Organize and update mailing list
- Subscribe to other newsletters for inspiration
- Add newsletter sign up form to website
- Promote upcoming newsletter on social
- Promote work done before Covid that you didn't get a chance to share

*Continue to send personal emails to clients when relevant
(pitches are the best marketing!)*



NO. 7

At the Beach

We revisit a curation by Herbert List's archivist and head of estate, Peer-Olaf Richter, of the photographer's beach images produced in Germany, Italy and Greece in the 1930s.

Presented here along with a text by Richter, this underexplored body of work from the 1930s created during a politically

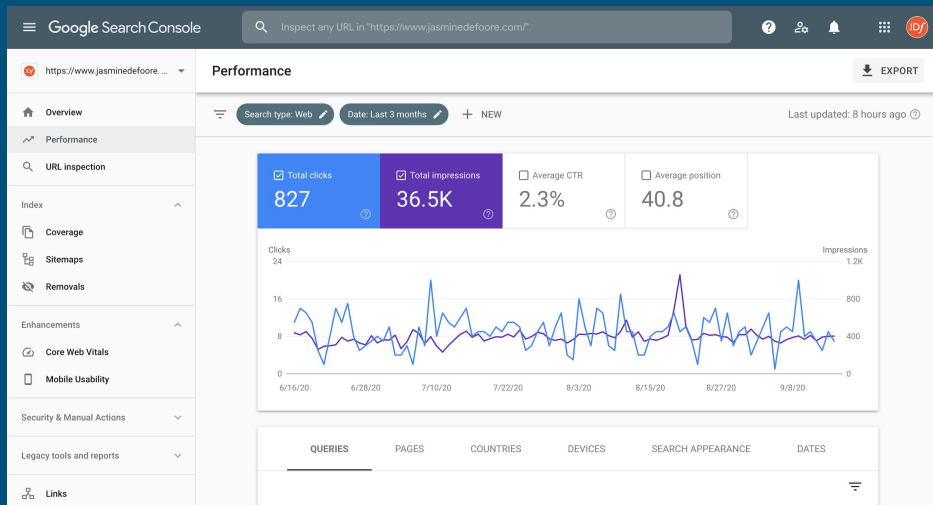
[CUSTODIANS OF A DESIRE ↗](#)

Update Your Website

- Refresh or Overhaul?
- Find 3 - 5 websites you like. What do they have in common?
 - Navigation style
 - Fonts / colors / etc
 - See what platform they are built on (Wordpress, Photofolio, Format, etc - view source code)
- Display old work in new ways
 - Find new themes or ways to group images
 - Incorporate motion, if possible

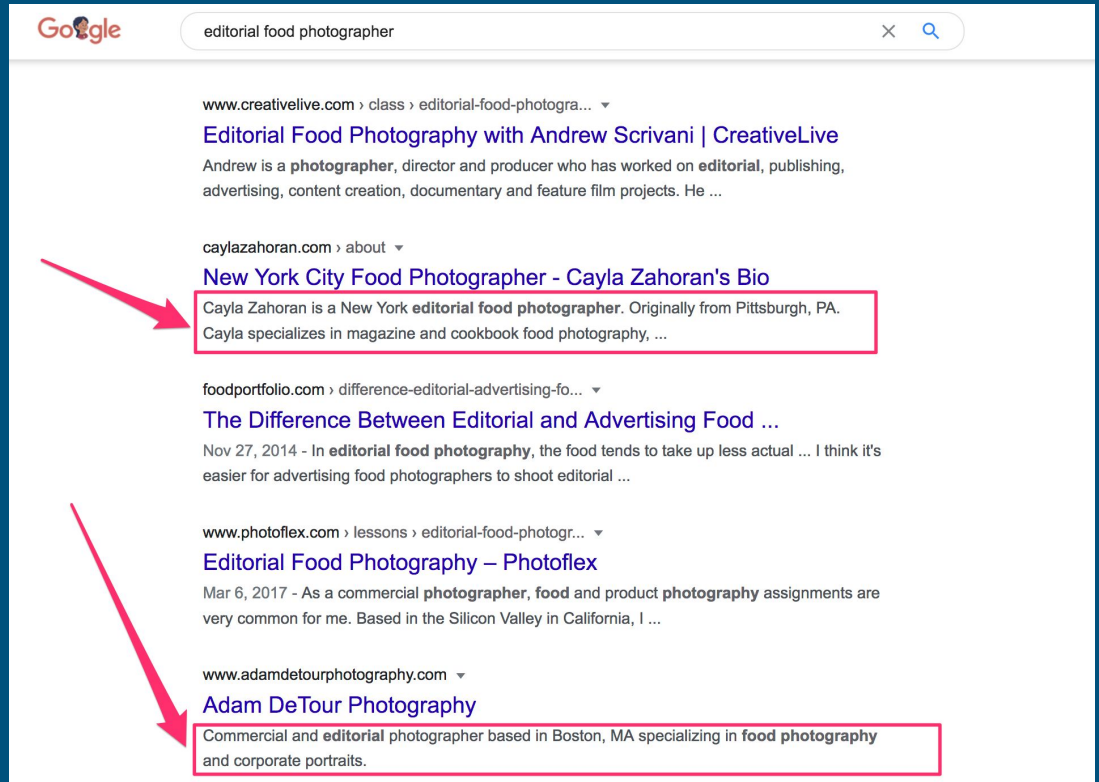
Get to Know Your Google Analytics

- Make sure you are collecting data (Format, PhotoFolio, Squarespace, etc all have ways to integrate GA tracking code)
- What search terms get people to your site?
- Visitor behavior
 - What pages do they go to after home page?
 - How long do they stay on site?



Improve your SEO - Metadata

- Create engaging, readable snippets that describe each page
 - 150-160 characters



The screenshot shows a Google search for "editorial food photographer". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar, there are four search results. Each result consists of a breadcrumb trail, a title link, and a meta description. Two red arrows point to the meta descriptions of the second and fourth results. The second result is from caylazahoran.com and the fourth is from www.adamdetourphotography.com.

editorial food photographer

www.creativelive.com › class › editorial-food-photogra...
[Editorial Food Photography with Andrew Scrivani | CreativeLive](#)
Andrew is a **photographer**, director and producer who has worked on **editorial**, publishing, advertising, content creation, documentary and feature film projects. He ...

caylazahoran.com › about
[New York City Food Photographer - Cayla Zahoran's Bio](#)
Cayla Zahoran is a New York **editorial food photographer**. Originally from Pittsburgh, PA. Cayla specializes in magazine and cookbook food photography, ...

foodportfolio.com › difference-editorial-advertising-fo...
[The Difference Between Editorial and Advertising Food ...](#)
Nov 27, 2014 - In **editorial food photography**, the food tends to take up less actual ... I think it's easier for advertising food photographers to shoot editorial ...

www.photoflex.com › lessons › editorial-food-photogr...
[Editorial Food Photography – Photoflex](#)
Mar 6, 2017 - As a commercial **photographer**, **food** and product **photography** assignments are very common for me. Based in the Silicon Valley in California, I ...

www.adamdetourphotography.com
[Adam DeTour Photography](#)
Commercial and **editorial** photographer based in Boston, MA specializing in **food photography** and corporate portraits.

Improve your SEO - Keywords

- Make sure your site is indexed
- Research SEO keywords
 - Think of phrases people might use to search for you
 - Start basic and work your way to more specific
 - Photographer
 - Photojournalist
 - Austin Texas Photojournalist
 - Hill Country Visual Storyteller
- Incorporate Keywords
 - Site Titles
 - Headers
 - URLs
 - Image file names
 - Alt text

Improve your SEO - Links

- Create content
 - Blog posts
 - About page
 - Testimonials
 - Case studies
 - Tear sheets
- Improve number of links to your site
 - Link to your own internal content
 - Include links to external, relevant sites (gear, locations, etc)
 - Get your website linked to from external sources (directory listings, guest blog posts, etc)
- Resources:
 - <https://www.format.com/magazine/resources/photography/seo-for-photographers>
 - <https://flothemes.com/everything-photographer-seo/>

Virtual Portfolio Reviews

- Great way to network during COVID
- No travel costs!
- Look to professional organizations and photo festivals for upcoming events

Produce New Work

Create Personal Projects and Test Shoots

- Identify gaps in work (this is helpful for refreshing your website as well)
- Storyboard ideas and gather inspiration
- Make shot list
- Produce a COVID-safe shoot to showcase your abilities



Ranch & Camping Personal Projects

Inspiration and Shot List



Gaps in Work

Wide overviews

Graphic, overhead drone shots

Joyful moments

Posed environmental portraits (head shot, ½ body, full body) - happy and serious versions

Detail shots

Diversity of ages

Personal Project #1 - Family Ranch

Wide overview showing ranch. Ranchers are small to give a sense of scale

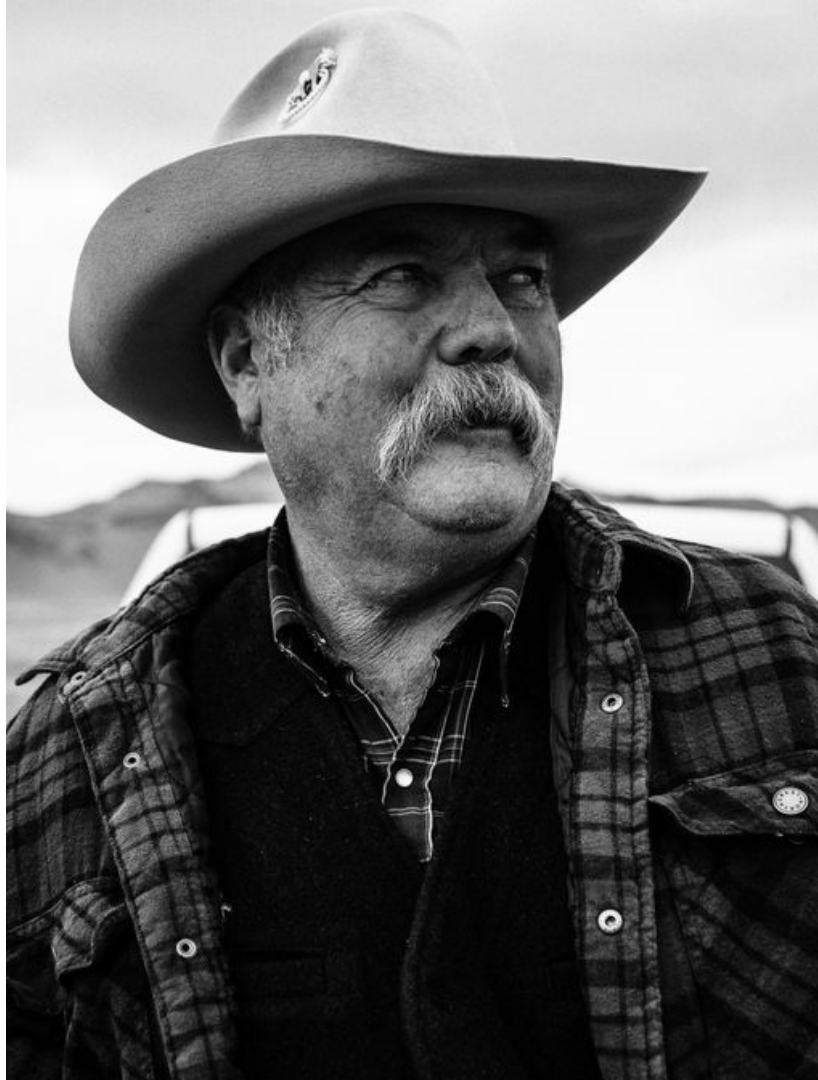
Graphic, overhead drone shot showing ranch and machinery

Posed portraits (head shot, ½ body, full body) - happy and serious versions

“Behind the scenes” - moments at home or in the office, early morning, coffee, cluttered desk, calendar, etc.

Product-focused shots - equipment, boots, gloves, etc

Details of hands and tools





Personal Project #2 - Camping

- “Candid” portraits of park rangers
- People hanging out around the campfire, laughing
- Details of gear (shoes, camping gear, etc)
- Action shots of people setting up camp
- Overhead shot of maps, water bottles, breakfast, etc
- A detail that shows how dirty / sweaty someone got
- Sign posts, trail markers

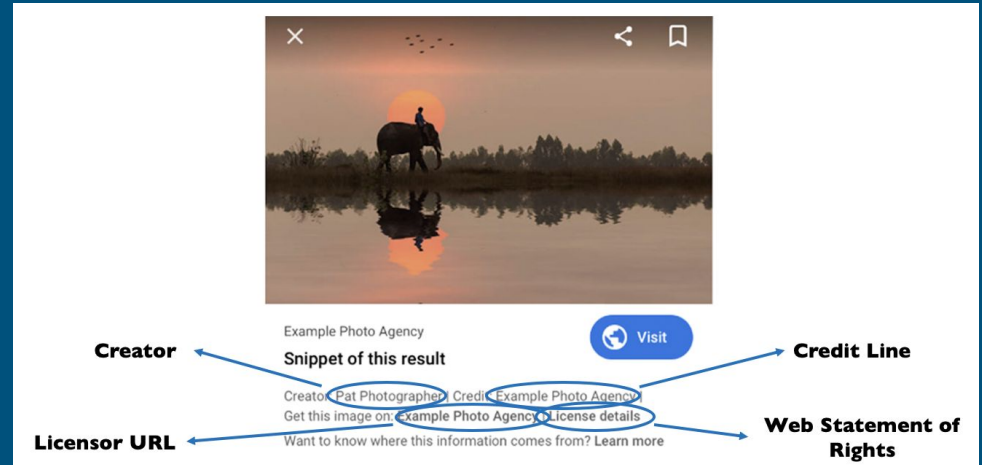






Level Up Your Archive

- Organize and keyword images so they can easily be found
 - Review steps to copyrighting images before you do any major metadata work
 - Think about how you organize your images for registration
- Consider licensing your images
 - Directly through Photoshelter
 - Through an agency
 - Optimize metadata for [Google image licensing](#)
 - [Quick guide to IPTC Photo Metadata and Google Image](#)



Connect

Website

jasminedefoore.com

Email

jasmine@jasminedefoore.com

IG

[@jasmine.defoore](https://www.instagram.com/jasmine.defoore)

LinkedIn

[linkedin.com/in/jasminedefoore](https://www.linkedin.com/in/jasminedefoore)

Twitter

[@jasminedefoore](https://twitter.com/jasminedefoore)